

Dallas

1958

KATHERINE GAINES
Editor

HAL DAWSON
Chairman, Editorial Board

TOM McHALE
Advertising Manager

Published by
THE DALLAS CHAMBER OF COMMERCE
DALLAS, TEXAS

Presented

by

The Dallas Chamber of Commerce

CLASSIFICATION OF CONTENTS

JANUARY — Dallas Business
FEBRUARY — Business Flying
MARCH — Graphic Arts and Advertising
APRIL — Insurance and Finance
MAY — Construction and Real Estate
JUNE — Conventions
JULY — Medicine
AUGUST — Airpower
SEPTEMBER — State Fair of Texas
OCTOBER — Distribution
NOVEMBER — Markets
DECEMBER — Annual Report

Aviation	Issue	Page
Better Than the Russians	Aug.	31
Business Flyers Shop Dallas for Supplies	Feb.	16
Business Flying Brings Success to Dallas Companies	Feb.	22
Dallas Airpower Story Began 15 Years Ago	Aug.	10
Dallas, City With a Future in Space	Feb.	30
Dallas Dominates Southwest Trade Routes	May	92
Dallas Prominent in Air Force Picture	Aug.	18
Dallas Sets New Standards for Business Flying	Feb.	11
Dallas Sidewalks Excite Nation	Dec.	24
Dallas to West Case	June	22
Hangar Row Set for Jet Age	Oct.	32
Inland Airpower Center	Aug.	24
Love Field Concessions	Feb.	18
Love Field Opens	Jan.	36
Research in Dallas	Aug.	20
Southwest Airmotive Opens New Terminal	Feb.	14
Southwest Airmotive Repairs Engines	Feb.	17
Temco Grows from Scratch to Major Manufacturer	Jan.	18
Business		
Business and Economic Trend, 1950-57	Jan.	13
Dallas Economy Continues to Rise	March	53
Dallas Economy Dons 7-League Boots	Jan.	12
Dallas Plans Ahead for Expansion	Jan.	8
Decade of Growth in 8 Years	May	19
Gold-Plated Recession	April	23
Mid-Year Report Shows Gains	Aug.	86
Chamber of Commerce		
Annual Report	Dec.	15
Committee Chairman Named	Feb.	26
Critz Celebrates 28 Years as Chamber Manager	July	58
Dallas Chamber Takes Legislative Stands	May	33
Dawson Joins Chamber	Jan.	53
Ingram Replaces Black as Convention Manager	March	36
In People: Dallas' Strength	Dec.	12
KEY for 1958 Published	Feb.	35

Membership Activities:	Issue	Page
Chamber's Highest Goal Is Topped	Jan.	22
Committee Breaks Records	Nov.	24
Committee Nears Half-Way Mark	June	64
Committee Pushes Score Up	Aug.	34
Committee Sets One-Day Drive	March	31
Contest Set for Teams	Oct.	36
Lasso Club Earns a Plane	Nov.	23
Membership Scores a Record-Breaker	July	23
New Members Hits 1,663	Sept.	30
One-Day Drive Signs 400 New Members	May	68
Sixth Consecutive Record Set	Dec.	26
Twenty-Eight Hundred Members Sought	Feb.	37
Two Hundred Volunteers Join One-Day Drive	April	34
New Officers Elected for 1958	Jan.	16

City Hall Report		
City Adopts Budget	Sept.	36
Expansion Requires Improvement Program	Oct.	15
Iron Bridge Water Supply	Dec.	31

Civic Events		
Big Gift of Help	Sept.	29
Cancer Society Sponsors Film	April	42
Editorial Supports Bond Issue	Nov.	16
Health Museum Expands Educational Program	Feb.	50
Litterbug Campaign	May	78
March of Dimes	Jan.	43
Prosperity Campaign	May	75
Salesmanship Club Helps Boys	July	52
SMU Sustentation Drive	Oct.	27

Construction		
Construction Builds a Bulwark	May	11
Engineering Construction	May	24
Hallmarks for Dallas	May	29
Million-Dollar Projects	May	12
Residential Boom Ahead	May	30
Surety Bond Information for Contractors	May	83
Texas Employers Plans Addition	Oct.	41

Conventions		
Air Force Association Meets in Dallas	Aug.	16
Convention Banner Year	June	11
Convention City, U.S.A.	June	12
Dallas Hotels Are Ready	June	16
Dallas Says Howdy to 15,000	June	28
Dallas Wins Laurels at Air Force Convention	Oct.	28
Fifty Million Dollars Spent Here	June	24
Metal Exposition and Congress Held in Dallas	April	30
1958 Promises Convention Boom	Jan.	15

Education		
Dallas Students Show High Interest in Science	Jan.	28
Decade of Better Schools	May	60
Educational Television for Dallas	March	24
Medical Artists	July	26
SMU Installs Wind Tunnel	Aug.	83

CLASSIFICATION OF CONTENTS

	Issue	Page		Issue	Page
Entertainment			Medicine		
Cotton Bowl Festival	Dec.	8	Dallas Medical Construction	July	8
Dallas Civic Opera	July	18	Medical Advances for Dallas in 1957	Jan.	40
Dallas Symphony Orchestra	Oct.	30	Medical Skill Blankets Dallas	July	14
Margo Jones Theater	Oct.	68	Report on Hospital Needs	July	21
Metropolitan Opera Visits Dallas	April	26	Research, Hope for Tomorrow	July	16
Sixteen Days of Entertainment	Sept.	12	St. Paul's New Hospital	May	22
State Fair Musicals	May	26	Southwest Medical Foundation	July	12
Finance			Sports		
Banking Capital of the Southwest	April	10	Cotton Bowl Game	Dec.	10
Banks Announce Capital, Surplus Increase	Nov.	56	Dallas Open Golf Tournament	May	64
Decade of Investment Progress	April	31	Nation's Top Football Teams Slated for 1958 Season	Sept.	56
Federal Reserve Grows with Dallas	April	12	State Fair of Texas		
Mercantile Opens New Quarters	March	29	Cattle, Crops and Kids	Sept.	20
Services: Key to Successful Banking	April	24	Higher Education Presentation	Sept.	16
General			International Trade Fair	Sept.	18
The Dallas Urban Region	March	10	Something for Everybody	Sept.	10
Library Provides Answers to Business Questions	Oct.	78	Mr. State Fair	Sept.	15
Office Decor	May	80	Women at the Fair	Sept.	22
Oil: Power for Air, Sea and Space	Aug.	26	Supply and Distribution		
The Peaceful Atom	April	14	Dallas Grows as Motor Supply Center	Sept.	26
Real Estate Profession	May	20	Great U.S. Wholesale Distribution Center	Oct.	10
Report on Brussels Fair	June	33	Material Handlers Set Tempo for Industry	Oct.	24
YMCA Accents Fitness Program	Jan.	21	Service and Supply Industries Report	Oct.	22
Graphic Arts			Services Push Dallas Warehousing Ahead	Oct.	20
Advertising Spreads the Dallas Story	March	18	Transportation and Highways		
AFA Returns to Dallas	March	17	Dallas' Million-Dollar Traffic Agency	April	40
Dallas Printing Industry	March	22	Dallas Plans for 1958 Traffic Load	Dec.	22
History			Fast, Dependable Service	Sept.	24
The Honorable Mr. Dallas	March	7	Washington		
Private Flying Began with Aviationists	Feb.	21	Appearance of Evil	July	7
Industry			Chamber and the Congress	Dec.	7
Armour Establishes Center in Dallas	Aug.	41	Congress and the Space Age	Jan.	7
Dallas and Dishes	March	61	Darkling Cloud	April	9
Dallas Garment Industry	Nov.	14	Dimensions of Victory	Nov.	9
Dallas Tank and Trinity Steel Merge	Nov.	46	Freedom and Foreign Aid	Aug.	9
DALLAS Visits Kroger	Nov.	18	Lesson in Leadership	June	9
Dallas Workers Set Records	Aug.	23	New Start for the Trinity	Sept.	9
Hartford Chooses Dallas	March	20	Republican Retrogression	Oct.	9
Industrial Dallas Advertising Campaign	June	19	River and Harbor Veto	May	9
Sherwin-Williams Moves	May	40	Subcommittee on Oversight	Feb.	9
Texas Instruments Opens New Plant	June	20	Women in Business		
Tool and Die Industry	Aug.	71	Susie Coleman	Jan.	26
Insurance			Lennes Jarrell	Dec.	47
Allstate Insurance Expands Dallas Regional Office	April	28	Gene Key	March	42
Blue Cross-Blue Shield Plans Giant Expansion	April	32	Pat Lovell	April	39
Dallas Insurance Agents Wage Civic Battle	April	46	Sister Mary Helen	May	48
Fireman's Fund Consolidates Southwestern Office	April	21	Velma McKee	Nov.	37
Insurance, A Major Factor in the Dallas Economy	April	16	Patricia O'Neill	July	56
Life Underwriters Emphasize Education, Service	April	47	Marie Power	Oct.	34
Markets			Margaret Barrett Pratt	Feb.	71
Huge New Buyers Market Planned	May	39	Betty Reynolds	Aug.	88
Sound Reasons Spell Markets for Dallas	Nov.	10			

CLASSIFICATION OF CONTENTS

	Issue	Page
Margaret Rodgers	Sept.	54
Ruth Sanders	July	56
Maud Tims	June	73

World Trade

Air Age Brings "Port" to Dallas	July	48
Case for Reciprocal Trade	March	46
Dallas Gives Quarter-Century Support	Sept.	58
Dallas Stimulates Trade Ideas	Feb.	32
Dallas, U.S.A. Advertising Campaign	May	35
Exchange Brings Cotton World to Dallas	Jan.	32
Meaning of World Trade to Dallas	Aug.	65
Volunteers Needed for Trade Missions	Nov.	30
World Affairs Week Planned	April	56

Young Men Going Places

	Issue	Page
Fred Alford, Jr.	Oct.	60
M. A. Barbettini	Feb.	90
Wilson Crook, Jr.	March	54
Jay Dubose	March	54
T. H. Everett	Sept.	76
Dave Fox, Jr.	May	76
Joe Golman	Dec.	35
Ike Jacobs	May	76
Dr. Chwan-Chang Lee	Aug.	85
William T. Overton	Nov.	58
Cullum Thompson	April	74
Dr. Hugh E. Wilson	Jan.	51
Gordon Wynne, Jr.	June	66